

## ABSTRACT

When an sRGB color space and an wRGB color space have a common white point in a device-independent color space, the CPU 31 of a color printer 20 eliminates deviation of the white points of the two color spaces occurring when a color value of the sRGB color space has been converted to a color value of the wRGB color space using a matrix operation L, by correcting the coefficients of matrix L. As a result of correction a matrix L' is obtained. CPU 31 executes gamma correction on the RGB color space color value obtained by a matrix operation S, and then executes matrix operation L'. CPU 31 executes inverse gamma correction on the color value obtained by a matrix operation L'.